

Web Development

HTML



Uma boa **landing page**

Proposta de valor clara

Design atual

Call-to-action

Linguagens de programação **front-end**

HTML



Estrutura +
Conteúdo

CSS



Design

JS



Animações
Dinamismo



As **ferramentas**



Browser
Chrome



Editor de código
Sublime

Livecode! 

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Set up



HTML



Estrutura + Conteúdo



le wagon

Diferentes conteúdos

some text content..

some other content..

some third content..



le wagon

Tags definem conteúdos

some text content..

h1

some other content..

h2

some third content..

p



le wagon

O que o **browser** mostra automaticamente



Modificações com CSS

some text content..

h1

some other content..

h2

some third content..

p



le wagon

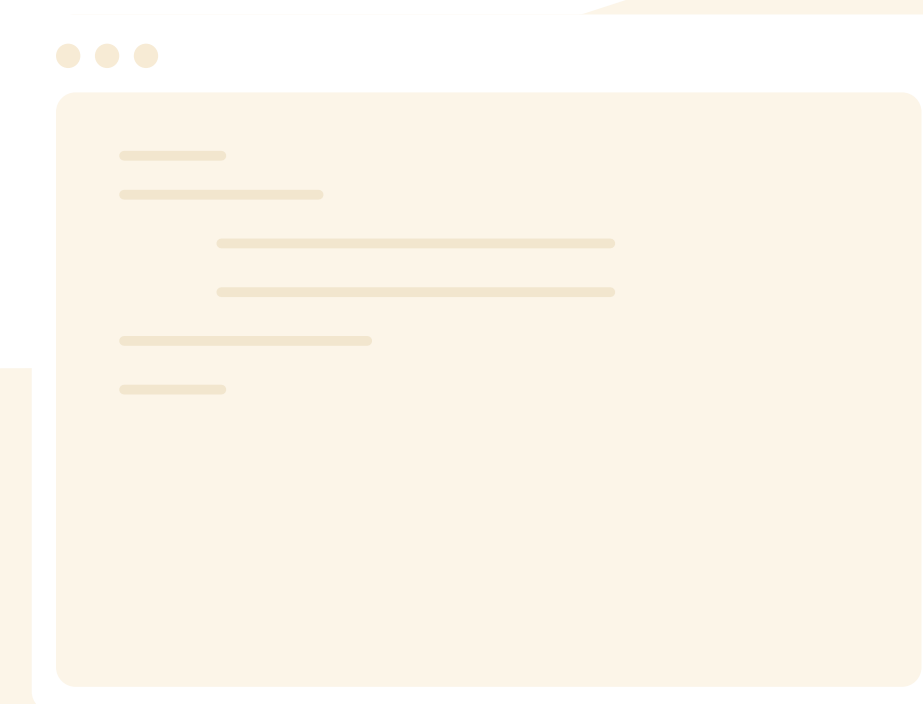
Esqueleto HTML

```
<html>
```

```
<!-- código html -->
```

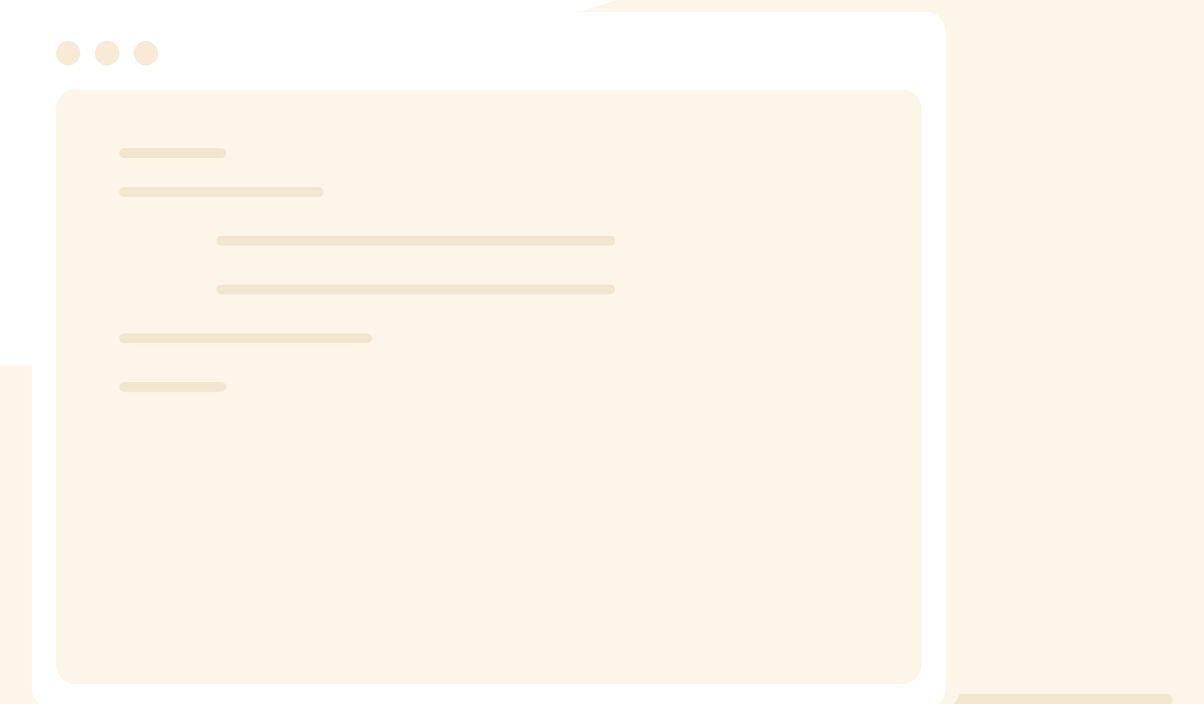
```
</html>
```

```
<!-- fim do documento -->
```



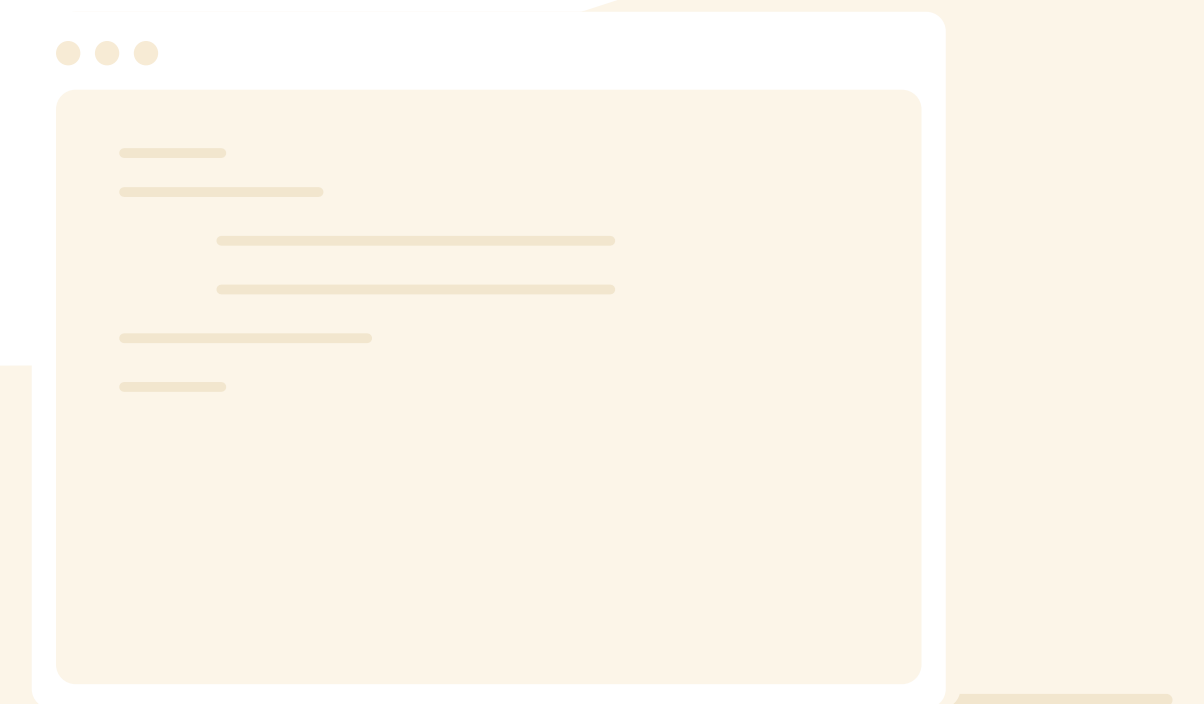
Head & Body

```
<html>  
  <head>  
    <!-- “Intelligence” -->  
  </head>  
  <body>  
    <!-- Conteúdo visível-->  
  </body>  
</html>  
<!-- fim do documento -->
```



Title & utf-8

```
<html>
  <head>
    <title>My page</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Conteúdo visível-->
  </body>
</html>
```



Head & Google

```
<head>  
  <title>Le Wagon - Apprendre...</title>  
  <meta name="description" content="Le Wagon est la...">  
</head>
```

Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...

www.lewagon.org/ ▼

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

Head & Facebook

<head>

```
<meta property="og:title" content="Le Wagon - The..">
```

```
<meta property="og:image" content="facebook-card.jpg">
```

```
<meta property="og:description" content="Le Wagon is the..">
```

</head>



Sintaxe HTML

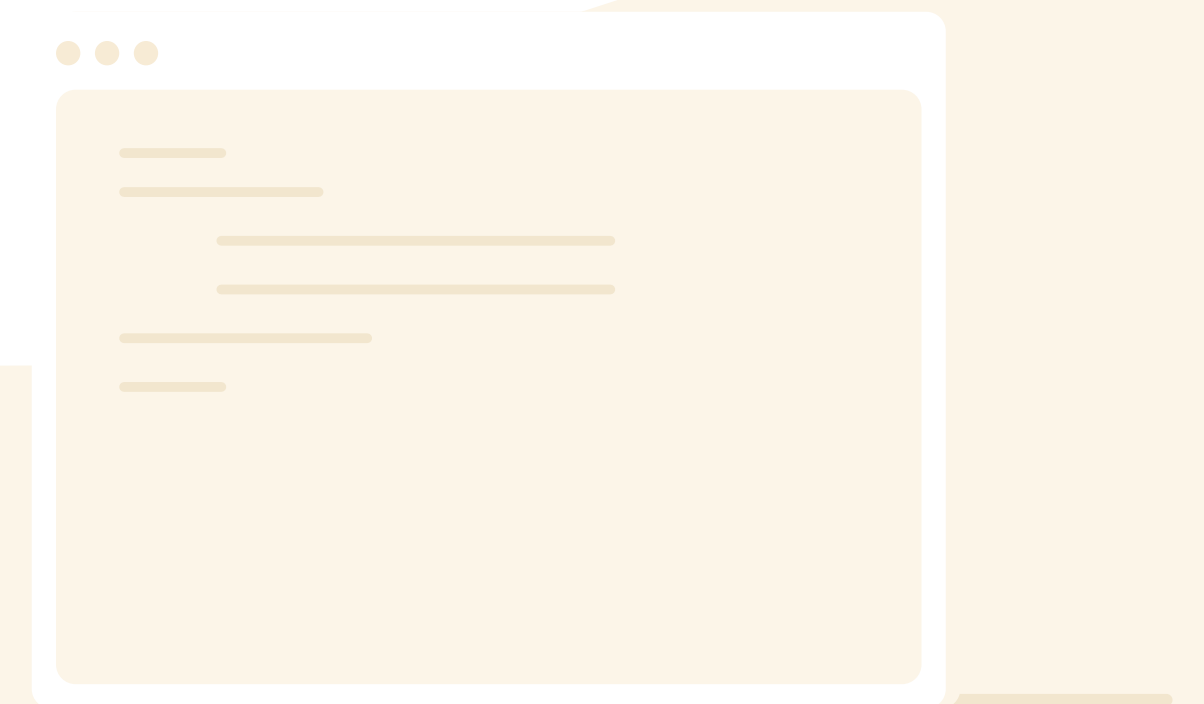
nome valor

↓ ↓

<element attr="sthg"> [...] </element>

↑ ↑ ↑ ↑

tag de abertura atributo conteúdo tag de fecho



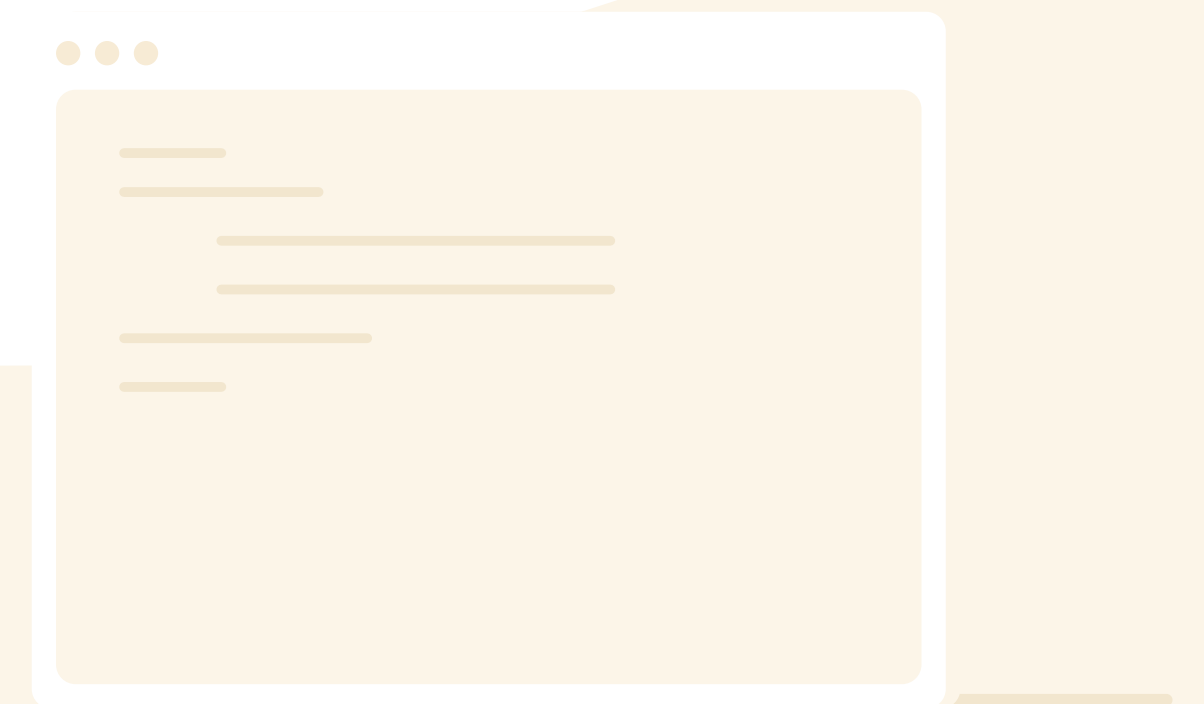
Sintaxe exemplo

```
<a href="http://lewagon.org" target="_blank">Le Wagon</a>
```

Qual é a **tag**?

Qual é o **conteúdo**?

Quais são os dois **atributos**?



Tags **Títulos**

<h1>[...]</h1>

<h2>[...]</h2>

<h3>[...]</h3>

<h4>[...]</h4>

<h5>[...]</h5>

<h6>[...]</h6>

Tags **Parágrafos**

`<p>`

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Veritatis laboriosam autem at
ab omnis iure quis

`</p>`



le wagon

Tags **Bold & Itálico**

`<p>`

Podemos pôr algumas palavras ``em itálico``,
e outras ``com bold``

`</p>`



le wagon

Tags **Listas**

```
<ul>  
  <li>Leite</li>  
  <li>Manteiga</li>  
</ul>
```

```
<ol>  
  <li>Alemanha</li>  
  <li>Argentina</li>  
</ol>
```

Tags **Images**

```

```

Livecode! 

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Adicionar conteúdo com HTML



>_



Obrigada.

